



# State of Illinois Office of Trade and Investment Export Promotion Programs



*Governor Pat Quinn   Director Warren Ribley*  
*Office of Trade & Investment*  
*Department of Commerce and Economic Opportunity*

# Exports represent key engine for economic growth in Illinois

## Governor Quinn's export goal

Double exports to \$82 billion by the end of 2014

## Export facts relevant to OTI mandate

Since 2002, Illinois exports have grown \$24 billion

Exports totaled over \$50 billion in 2010 up 20% from 2009

Direct exports accounted for 7.7% of the Illinois GSP in 2010

Over 630,000 Illinois jobs were supported by exports in 2010

Illinois ranks as the #1 state in the Midwest for exports

## Illinois export markets are increasingly global with significant growth seen in Asian and South American markets

Rank	Description	ANNUAL 2008	ANNUAL 2009	ANNUAL 2010	%2009- 10
	<b>Total all Countries</b>	53.68	41.63	50.06	20.26
1	Canada	14.93	12.12	15.02	23.89
2	Mexico	4.26	3.55	4.27	20.24
3	China	2.51	2.47	3.18	28.67
4	Australia	2.42	1.59	2.37	48.79
5	Brazil	1.91	1.25	2.07	65.81
6	Germany	2.22	2.01	2.19	8.84
7	United Kingdom	1.85	1.99	1.69	-14.88
8	Japan	2.36	1.78	1.84	3.48
9	Belgium	1.65	0.93	1.16	24.71
10	Netherlands	1.85	0.97	1.10	13.26
11	Singapore	1.20	0.88	1.15	30.7
12	France	1.30	1.13	1.10	-2.68
13	Taiwan	1.39	0.82	0.81	-0.96
14	Chile	0.83	0.53	0.85	58.81
15	India	0.94	0.77	0.87	13.5

# OTI structure relies on international trade specialists based in Chicago working directly with a network of Foreign Trade Offices

OTI Headquarters staff: Deputy Director & six regional trade specialists

OTI State of Illinois Foreign Trade Offices:

Canadian Office

Central European Office

Far East Asia Office

South Asia Office

Latin America Office

Middle East Office

North Asia Office

China Office

West European Office

# OTI export programming focuses on direct technical assistance as well as building partnerships for export promotion

## OTI Chicago-based export programs in support of Illinois firms

- Develop and lead foreign trade missions anchored by target sector trade shows (e.g. life-sciences, medical, aviation)
- Utilize market and industry research to evaluate key international opportunities and identify buyers, agents, and distributors
- Partner with various public and private organizations including trade associations and other service providers to promote international trade
- Provide referral to international service providers for Illinois firms
- Provide referral to other state agencies for Illinois firms

## Contact information for Chicago-based international trade specialists

Trade Specialist	Regional focus	Phone number	Email
Sam Ntum	Africa & Middle East	T: (312) 814-8480	Sam.Ntum@illinois.gov
Terry LaRocca	Asia (India, Japan, East Asia)	T: (312) 814-6035	Terry.LaRocca@illinois.gov
Zhigang Ren	Asia (China)	T: (312) 814-2335	Zhigang.Ren@illinois.gov
Tom Hagle	Canada	T: (312) 814-4959	Tom.Hagle@illinois.gov
Iwona Bochenska	Europe	T: (312) 814-6029	Iwona.Bochenska@illinois.gov
Enrico Doggett	Latin America	T: (312) 814-7295	Enrico.Doggett@illinois.gov

# OTI Foreign Offices are invaluable on-the-ground resources and are essential to delivering core OTI export programming

## OTI Foreign Trade Offices export programs

- Provide all in-country assistance for foreign trade missions
- Arrange match-making and one-on-one, tailored business meetings for individual Illinois firms
- Offer critical foreign market expertise and research in identifying and tracking agent and/or distributor leads
- Promote Illinois products and services to foreign customers in their region

# Contact information for Directors of Foreign Trade Offices

✳ **Canada Office (Toronto)**

Jeffrey Johnson  
[Illinois@iltrade.toronto.on.ca](mailto:Illinois@iltrade.toronto.on.ca)

✳ **Latin America (Mexico City)**

Raymundo Flores  
[director@latinamerica.org](mailto:director@latinamerica.org)

✳ **Central European Office (Warsaw)**

Maciej Cybulski  
[illinois@it.com.pl](mailto:illinois@it.com.pl)

✳ **Middle East Office (Jerusalem)**

Sherwin Pomerantz  
[Sherwin@atid-edi.com](mailto:Sherwin@atid-edi.com)

✳ **China Office (Shanghai)**

Zachary Zhao  
[ilshanghai@online.sh.cn](mailto:ilshanghai@online.sh.cn)

✳ **North Asia Office (Tokyo)**

Motoshi Yamada  
[illnao@gol.com](mailto:illnao@gol.com)

✳ **Far East Office (Hong Kong)**

Norman Li  
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✳ **West European Office (Brussels)**

Sharon Stead  
[sstead@illinoiseurope.com](mailto:sstead@illinoiseurope.com)

✳ **South Asia Office (New Delhi)**

Jyotirmoy Bhattacharjee  
[info@illinoistrade.in](mailto:info@illinoistrade.in)



# SBA State Export and Promotion (STEP) funding: Background and context

## STEP funding complements existing OTI programming

- Small Business Jobs Act 2010 authorizes SBA to establish a 3-year trade and export promotion pilot initiative – STEP
- The State of Illinois has been awarded \$1.26 M in STEP funding
- Programming that qualifies for funding includes support for foreign trade missions, foreign market sales missions, subscription to services provided by DOC, trade show exhibits, and other export initiatives
- Special priority may be given to socially and economically disadvantaged small businesses, women-owned, veteran-owned, and rural small businesses as well as those businesses traveling to China
- Recipients of funding will work to deliver export assistance with SBA network offices, USEAC, and SBDCs among others

# Illinois STEP assistance covers either Illinois STEP trade Missions or individual foreign market sales missions

## ① Step trade missions

- 10 trade show missions focused on key growth sectors
- 8 firms per mission (80 firms total)
- Target 12 “new to export” firms

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## ② Individual foreign market sales missions

- 55 individual overseas sales missions using either Gold Key or OTI in-country services
- Target 10 “new to export” firms

**Companies may receive assistance only once per year – either trade mission or individual sales**

## ① **STEP trade missions support Illinois companies focused on key growth sectors**

- **Step trade missions are available to a limited number of companies. Qualified participants will receive the following complimentary services:**
  - Financial assistance covering associated costs including: trade show booth fees, group ground transportation, matchmaking fees, interpreters, briefing materials, and assistance with travel logistics
  - 50-75% travel cost reimbursement, not to exceed \$5,000 for travel per company

**Partial travel reimbursement covers maximum of 2 Illinois company representatives for economy class air fare and standard hotel room – detailed guidelines apply**

# Calendar of STEP trade missions

Trade show description	Location	Date
<b>1 “Promote 2011” – largest horizontal trade show in Africa</b>	<b>Yaounde, Cameroon</b>	<b>December 3-11, 2011</b>
<b>2 Arab Health Trade Show</b>	<b>Dubai, UAE</b>	<b>January 23-26, 2012</b>
<b>3 Budma Fair and Green Build Conference</b>	<b>Poznan, Poland</b>	<b>January 24-27, 2012</b>
<b>4 Nanotech Trade Show</b>	<b>Tokyo, Japan</b>	<b>February 15-17, 2012</b>
<b>5 Medical Trade Show</b>	<b>Mumbai, India</b>	<b>March 2-4, 2012</b>
<b>6 Canadian Restaurant and Food Service Trade Show</b>	<b>Toronto, Canada</b>	<b>March 4-6, 2012</b>
<b>7 Trade Mission to South America – Energy Efficiency</b>	<b>Sao Paulo, Brazil and Santiago, Chile</b>	<b>March 14-17, 2012</b>
<b>8 Hannover Fair</b>	<b>Hannover, Germany</b>	<b>April 23-27, 2012</b>
<b>9 Transport Logistics Show</b>	<b>Shanghai and Beijing, China</b>	<b>June 4-9 2012</b>
<b>10 Water Expo</b>	<b>Singapore</b>	<b>July 2-4, 2012</b>

## **② STEP individual foreign market sales missions provide flexibility to provide customized assistance for key regions and sectors**

- **Businesses who wish to pursue opportunities outside the specific sectors and geographies covered by STEP trade missions are encouraged to undertake an individual foreign market sales mission. STEP assistance offers:**
  - \$1500 cap per company toward program costs, which can include Gold Key services such as matchmaking or trade show registration
  - 50-75% travel cost reimbursement, not to exceed \$5,000 per company

**Partial travel reimbursement covers maximum of 1 Illinois company representative for economy class air fare and standard hotel room – detailed guidelines apply**

# Summary of Illinois STEP programs

## Illinois STEP programming

## Impact targets

- 1 10 trade show missions**
- 8 firms per mission (80 firms total)
  - Target 12 “new to export” firms

- Increased post-mission export sales

- 2 55 individual overseas sales missions using Gold Key or OTI in-country resources**
- Target 10 “new to export” firms

- Increased post-mission export sales

## What STEP assistance covers

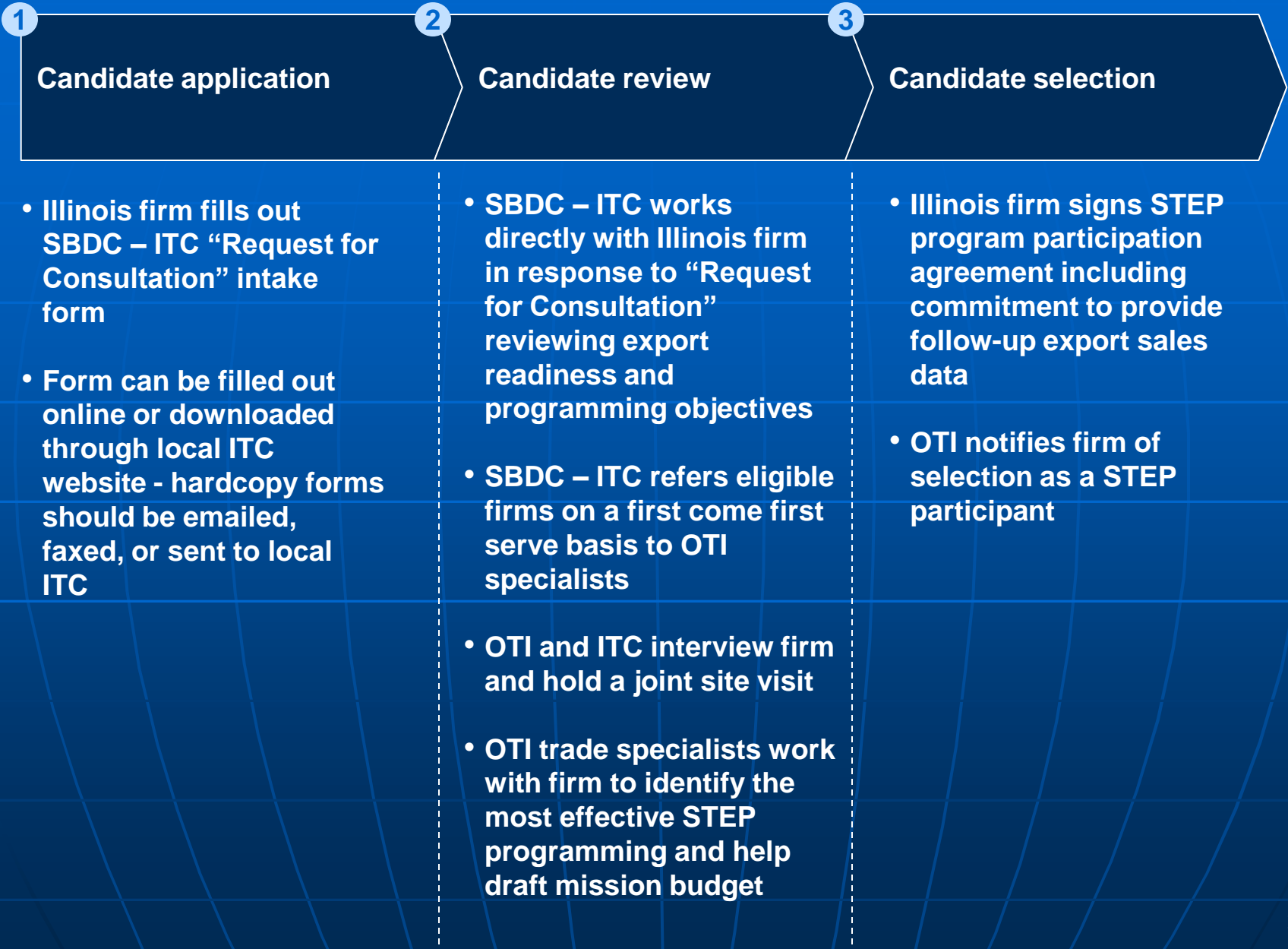
<b>1 STEP – Trade Missions</b>		<b>2 STEP – Individual Foreign Market Sales Missions</b>	
T/S Booth/misc costs	Company Travel	Gold Key Costs	Company Travel
100% <u>paid by</u> OTI up to budgeted amount	50% or 75% reimbursement for economy air & hotel room ONLY – up to two travelers – NTE \$5,000	Either USDOC Gold Key fees OR OTI foreign office costs <u>paid by OTI</u> - NTE \$1,500	50% or 75% reimbursement for economy air & hotel room ONLY – up to two travelers – NTE \$5,000

# Illinois STEP assistance targets small to medium sized enterprises

To determine eligibility, companies should work directly with their local International Trade Center

- **Illinois businesses must meet the following requirements to be considered for STEP funding**
  - In operation for at least one year with 500 employees or less
  - Minimum of \$250,000 in annual revenue for U.S. operations
  - Demonstrated understanding of the costs associated with exporting
  - Products and/or services for export contain at least 51% USA and 25% Illinois content, or in the opinion of OTI, the products and/or services to be promoted substantially contribute to Illinois job creation/retention efforts
  - OTI/International Trade Center has determined the company has a sound strategy for exporting and is export ready

# Illinois STEP application and selection process







ILLINOIS



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